



## ALSEA ANNOUNCES THAT IT REACHED AN AGREEMENT WITH P.F. CHANG'S CHINA BISTRO, INC. TO DEVELOP THE P.F. CHANG'S RESTAURANT CONCEPT IN MEXICO

Mexico City, May 18, 2009. Alsea, S.A.B. de C.V. (BMV: ALSEA\*), the leading Quick Service Restaurant ("QSR") and Casual Dining operator in Latin America, announces that it has reached an agreement with P.F. Chang's China Bistro, Inc. (Nasdaq: PFCB) to develop the P.F. Chang's restaurant concept in Mexico, under an exclusive agreement for the whole country. As part of the agreement, Alsea will open 30 P.F. Chang's locations throughout Mexico within the next ten years with the first unit scheduled to open in the fourth quarter of 2009.

Alberto Torrado, Alsea's Chairman of the Board of Directors, pointed out "We are very optimistic about P.F. Chang's potential in our country, and we believe that with the development of this brand we will be able to capture the market opportunity within the casual dining market in Mexico". Alberto added "The proven track record and existing operational base of Alsea will allow us to position P.F. Chang's as the leading Asian Cuisine brand in Mexico".

Rick Federico, Co-CEO and Chairman of P.F. Chang's China Bistro, Inc. stated "This new agreement with Alsea is a great opportunity for us and we are very confident that Alsea is the right partner to develop the P.F. Chang's brand in Mexico"

P.F. Chang's China Bistro, Inc. has full-service upscale casual dining restaurants with a menu that feature a blend of high quality Chinese cuisine and attentive service in a high-energy contemporary bistro setting. The menu features traditional Chinese offerings and innovative dishes that illustrate the emerging influence of Southeast Asia on modern Chinese cuisine. Their chefs are trained to produce distinctive Chinese cuisine using traditional recipes from the major culinary regions of China updated with a contemporary twist. The intense heat of Mandarin-style wok cooking sears in the clarity and distinct flavor of fresh ingredients.

P.F. Chang's China Bistro, Inc. owns and operates 190 bistros in the U.S.A. in a total of 39 states, and has more than 15 years of experience in the full-service upscale casual dining restaurant segment. P.F. Chang's China Bistro, Inc. is recognized as one of the three best Casual Dining Restaurants in the United States according to a survey published by Restaurant & Institutions.

*Alsea is the leading Quick Service Restaurant (QSR) and Casual Dining operator in Latin America—operating global brands of proven success such as Domino's Pizza, Starbucks Coffee, Burger King, Chili's Grill & Bar, California Pizza Kitchen and P.F. Chang's. Its multi-unit operation is backed by its Shared Services Center, including the supply chain through DIA, real estate and development services, as well as administrative services such as finances, human resources and technology.*

***Alsea's shares are traded on the Mexican Stock Exchange under the ticker symbol ALSEA\*.***

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